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User Experiences of Accessing Licensed Content

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Downloaded from Deep Blue, University of Michigan's institutional repository

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, some at the top and some at the bottom. A small blue Twitter bird icon is located in the lower right quadrant.

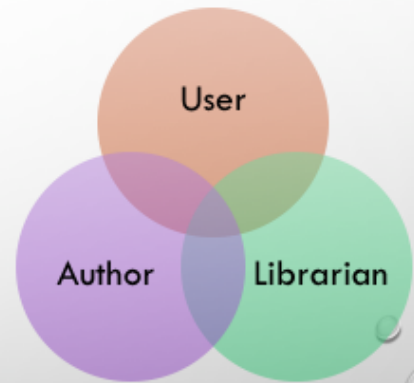
USER EXPERIENCES OF ACCESSING LICENSED CONTENT

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A VENN DIAGRAM OF MY PERSPECTIVE

I'M IN THE MIDDLE OF THIS VENN DIAGRAM

- A USER WHO WANTS LIFE TO BE EASY
- AN AUTHOR WHO WANTS HIS STUFF WIDELY READ
- A LIBRARIAN WHO UNDERSTANDS THE VALUE OF INFORMATION



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WHAT WE DO TO OURS USERS: THE EXPERIENCE OF ONLINE CONTENT

THINK ABOUT THE USER'S PROCESS

1. GET TO THE RIGHT STARTING PLACE FOR THE CONTENT

- BE ON CAMPUS, OR USE THE VPN, OR LOG IN TO THE PROXY SERVER, OR FIGURE OUT A WAY, OR ~~GO TO SCHIB~~

2. GET THE ARTICLE

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Think about it....

Unless the user happens to be on the right network, and your entire content discovery to delivery infrastructure is configured correctly, your users need to

- 1) Figure out how to start in the right place
- 2) Figure out how to get on the right network (VPN, Proxy, Shibboleth, go to campus)
- 3) Figure out how to log in at the point of need
- 4) Figure out which link is the one that gets them the item, often from another vendor
- 5) If there's a link resolver in the way, then figure out which possible option is right for them
- 6) If the links are broken, unavailable, or otherwise problematic, figure out document delivery options
- 7) Finally get to the article

That's a lot to expect of a user.

THE LIBRARIAN EXPERIENCE OF ONLINE CONTENT

- GET VALUE FROM THE SERVICES THE LIBRARY/CAMPUS PAYS FOR
- PROVIDE HIGH-QUALITY, AUTHORITATIVE INFORMATION
- RESPECT INTELLECTUAL PROPERTY (OF THE AUTHOR/RIGHTS HOLDER)
- PRESERVE CONFIDENTIALITY OF USER'S INFORMATION SEEKING BEHAVIORS

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THERE ARE SO MANY WAYS TO FIX THIS INCORRECTLY

- SCIHUB SOLVES MANY USER NEEDS, BUT WORKS AGAINST LIBRARIANS AND AUTHORS
- COMPLEX AUTHENTICATION SYSTEMS SOLVE SOME LIBRARIAN NEEDS, BUT WORK AGAINST USER (AND BY EXTENSION AUTHOR)
- STATUS QUO MAKES EVERYONE UNHAPPY

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Instant access -- as long as someone's already appropriated the content, or a useful login, before you got there (most of my articles aren't included, so I guess that tells me that my research is either so important people will pay for, or -- more likely -- that nobody cares). And if they haven't already obtained a copy.... They'll just purloin it for you, on demand.

User experience -- not sure how much easier it could be when it works

The allure of SciHub was so strong that it came up -- briefly -- as we built our new local interface to our link resolver. Why not just use a "SciHub direct link" when there didn't happen to be a convenient one provided by 360 Link or Summon? Note well: WE DIDN'T DO THAT.

Pirates are honorable people, so there's no chance of this kind of site inserting any sort of malware into your browser or the articles you download, or of otherwise tracking your usage and research trends.

UNIVERSAL ISSUES

WHETHER YOU DO THE "RIGHT THING" OR THE "WRONG THING," YOU STILL...

- HAVE TO CONTEND WITH YOUR USER'S CONFIDENTIALITY AND PRIVACY
- BE CONCERNED WITH USER EXPERIENCE AND CONSISTENCY OF ACCESS
- NEED A WAY TO HELP YOUR USERS GET WHAT THEY NEED, WHEN THEY CAN'T FIND IT THEMSELVES

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THANK YOU

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Happy to carry on the conversation at a table, or during a break.